Biller Genie has provided 5 email templates that can be used in a drip campaign sequence or as individual emails. These emails highlight both the benefits merchants receive from using Biller Genie as well as the value that you, a partner of Biller Genie, are bringing to your merchants as you team up with us on their behalf.

Important notes:

1. Please be sure to insert your business name throughout the copy in the yellow highlighted brackets as seen here [INSERT PARTNER]

2. Make sure to hyperlink the blue underlined Calls-To-Action (CTA’s) throughout the copy.

Questions? Reach out to [marketing@billergenie.com](mailto:marketing@billergenie.com)

Email #1   
Subject: [INSERT PARTNER] Has Partnered with Biller Genie  
  
Dear [Merchant's Name],

I hope this email finds you well. I wanted to share some exciting news with you. [INSERT PARTNER], your trusted [payment provider/ISO], has partnered with the award-winning, cloud-based accounts receivable solution, Biller Genie.

So, what does this partnership mean for you? It means incredible benefits that can save you time, and help you get paid faster. Imagine receiving your payments 30-40 days faster and reducing overdue invoices by over 40%. Sounds fantastic, doesn't it?

Biller Genie offers an easier and more cost-effective way to collect, process, and automatically reconcile credit card payments in QuickBooks. It's like having your own magic genie for your accounts receivable needs.

Here's how it works: Biller Genie's plugin seamlessly syncs with QuickBooks, allowing you to create invoices as you normally would. The magic happens once you click save. The Genie takes over by automatically emailing the invoice to your customer for payment through a hosted guest checkout page. Your customers can conveniently make online payments using a credit card from anywhere. And the best part? Once the payment is received, the invoice is closed in your accounting software in real-time.

Don't miss out on these incredible benefits! Connect your QuickBooks account now by clicking the button below.

[CTA Button: Connect Your QuickBooks Account Now!]

Best regards,

[Your Name] [Your Title] [Your Company]

## **Email #2** Subject: Introducing the Game-Changing Solution for Your Business

Dear [Merchant's Name],

Are you tired of juggling manual invoicing processes and chasing after payments? We have great news for you! [INSERT PARTNER] has teamed up with Biller Genie, a leading cloud-based accounts receivable solution, to simplify your invoicing and collection process.

With Biller Genie, you can say goodbye to time-consuming tasks and hello to efficiency and increased cash flow. Here's how it works:

1. Seamlessly sync your QuickBooks account with Biller Genie's plugin.

2. Create and send professional invoices in minutes.

3. Your customers receive invoices via email and can conveniently pay online.

4. Watch as payments are automatically reconciled in real-time.

Biller Genie offers a range of powerful features designed to streamline your invoicing and improve your overall business operations. Features include:

• Automated payment reminders and late fee assessments

• Recurring billing options for subscription-based services

• Secure storage of customer payment information

• Branded invoice templates to maintain your professional image

• Detailed reporting and analytics for better financial insights

Discover the game-changing benefits of Biller Genie for your business. Take the first step towards simplifying your invoicing process by connecting your QuickBooks account today.

[CTA Button: Connect Your QuickBooks Now]

Sincerely,

[Your Name] [Your Title] [Your Company]

## 

## **Email #3** Subject: Get Paid Faster with Biller Genie

Dear [Merchant's Name],

We wanted to follow up with you regarding our recent partnership with Biller Genie. As your trusted [payment provider/ISO], we are dedicated to bringing you the best solutions that will help you thrive in your business.

Biller Genie is revolutionizing the way businesses handle their accounts receivable processes, and we want to make sure you don't miss out on the incredible benefits it offers. Here's a quick recap of what Biller Genie can do for you:

1. Get paid faster: Biller Genie streamlines the payment collection process, resulting in faster payments and improved cash flow. Experience a significant reduction in overdue invoices and get the funds you need to grow your business.

2. Reduce administrative tasks: Say goodbye to manual data entry, chasing after payments, and reconciling invoices. Biller Genie automates these tasks, saving you valuable time and allowing you to focus on what matters most—your business.

3. Enhance customer experience: With Biller Genie, your customers enjoy a seamless payment experience. They can conveniently make online payments using their preferred payment methods, from anywhere and at any time.

It's time to take control of your accounts receivable process and unlock the full potential of your business. Sign up for Biller Genie today and see the difference it can make.

[CTA Button: Sign Up Now]

If you have any questions or need further information, don't hesitate to reach out to us. We're here to support you every step of the way.

Best regards,

[Your Name] [Your Title] [Your Company]

## Email #4 Subject: Connect your Merchant Services account to QuickBooks

Dear [Merchant's Name],

We hope you're enjoying the benefits of our partnership with Biller Genie. As one of our valued merchants, we want to ensure you're making the most out of this powerful accounts receivable solution.

Biller Genie goes beyond simplifying your invoicing process—it empowers your business for growth. Here's a closer look at how Biller Genie can help you maximize your business potential:

1. Time savings: With Biller Genie's automated invoicing, you'll spend less time on manual tasks and more time focusing on growing your business. Save hours each week that can be invested in strategic initiatives and revenue-generating activities.

2. Improved cash flow: Prompt payment collection is essential for maintaining a healthy cash flow. Biller Genie streamlines the payment process, resulting in faster payments and reduced late payments. Say goodbye to cash flow gaps and hello to financial stability.

3. Enhanced customer relationships: By offering your customers a seamless payment experience, you demonstrate professionalism and dedication to their convenience. Strengthen your customer relationships and build a reputation as a business that prioritizes customer satisfaction.

We encourage you to explore the full potential of Biller Genie and take advantage of its advanced features. From recurring billing to detailed reporting, Biller Genie provides you with the tools you need to thrive.

[CTA Button: Contact us]

If you have any questions or need assistance in maximizing your use of Biller Genie, please don't hesitate to reach out to our team. We're here to support you.

Best regards,

[Your Name] [Your Title] [Your Company]

## **Email #5** Subject: The Final Step to Streamlined Invoicing and Increased Profits

Dear [Merchant's Name],

Congratulations on taking the first steps towards streamlining your invoicing process and boosting your business with Biller Genie. As our valued partner, we're excited to see you succeed with this game-changing solution.

To ensure you're getting the most out of Biller Genie, we wanted to share a few additional resources and tips:

1. Knowledge Base: Access our comprehensive knowledge base, filled with articles and tutorials that cover all aspects of using Biller Genie. From getting started to advanced features, you'll find valuable information to support your success.

2. Support Team: Our dedicated support team is available to assist you with any questions or issues you may encounter. Don't hesitate to reach out to them at any time for prompt and reliable assistance.

3. Success Stories: Read success stories from businesses like yours who have experienced significant improvements with Biller Genie. Gain inspiration and insights into how you can leverage the solution to achieve your own business goals.

We're thrilled to be partnering with you on this journey towards increased efficiency, profitability, and customer satisfaction. Remember, our team is here to support you every step of the way.

Thank you for choosing Biller Genie and [INSERT PARTNER]. We're excited to witness your continued success.

Best regards,

[Your Name] [Your Title] [Your Company]